

LEADING INNOVATION: CREATING A DYNAMIC ORGANIZATION

Carnegie Mellon University, Pittsburgh, PA, USA
March 28-30, 2017 or October 24-26, 2017

Change is happening at rapid speed. Leaders must continually reinvent products and services and build with agile development to keep up with constantly changing market demands. Mastering innovation is a strategic imperative for competitive advantage.

In *Leading Innovation: Creating a Dynamic Organization*, participants will acquire a deeper understanding of the processes, methods and tools of lean innovative thinking and how it ties to innovation strategy. The program helps participants deal with the challenges of creating an innovation culture. The participants will better understand the people factor of innovation in teams, including harnessing the innovation potential and tapping into the right people as critical enablers for innovation. This highly interactive program is delivered by expert faculty who teach with proficiency as entrepreneurs and innovation process consultants.

CURRICULUM

In this three-day program, participants learn effective approaches to enabling lean innovative thinking and managing a culture of innovation. The following topics will be covered:

- Principles, processes, and tools of lean innovative thinking
- Building products and services with agile development
- Engaging customer discovery and the customer development model
- Modeling the business canvas
- Culture of innovation
- The people factor and innovation in teams
- Leadership communication and problem-solving lessons from improvisational theatre
- Off-site tour to experience rapid innovation approaches

Leading Innovation: Creating a Dynamic Organization enables leaders to create a mindset for innovation and align the concepts from the sessions with their organization's culture. With a variety of tools and resources, participants will be able to develop a personal action plan in order to immediately tackle the innovation challenges of their organizations and involve the right people in the innovation process.

The program recognizes the people factor that drives successful innovation. Participants will acquire self-awareness of their own behaviors and preferences while leading innovation. They will develop an understanding of the behaviors, emotions, and motivations of others as they are impacted by the forces of change.

“The program was well-designed. I was able to confirm some of my early thinking as it relates to innovation as well as learn practical skills to add to my toolbox.”

Vice President, Marketing and Corporate Affairs, BNY Mellon, USA



TARGET PARTICIPANTS

Leading Innovation: Creating a Dynamic Organization is designed for anyone responsible for, or involved in, the development of new ideas, products, or processes.

Recommended participants include:

- Mid- to senior-level executives and managers who want to more effectively lead innovation in their organizations and in their teams
- Professionals and project teams from a wide variety of functional areas, including product and business development, marketing, engineering, R&D, corporate strategy, finance, and human resources
- Executives and managers from companies and non-profit organizations in quickly-changing industries, including manufacturing, services, technology, and consumer products

To maximize the impact of the program across your organization, we encourage cross-functional teams to participate. A 10% discount is available to companies sending three or more participants.

PROGRAM DETAILS

Dates: March 28-30, 2017 or October 24-26, 2017

Location: Carnegie Bosch Institute at Tepper School of Business, Carnegie Mellon University, Pittsburgh, Pennsylvania, USA

Limited Enrollment: To ensure a productive and interactive learning atmosphere, we limit enrollment to 36 participants. This group size guarantees a high return on your investment. Registrations are processed on a first-come, first-served basis, so register early.

Fee: The program fee of \$4,100 USD per person covers tuition, course materials, and most meals. Companies sending three or more participants, organizations with fewer than 500 employees, non-profits, and the government sector receive a 10% discount.

Accommodation: Rooms have been reserved at special seminar rates at a local hotel. Logistic details will be communicated to participants after registration. Cost of accommodation is not included in the program fee.

Registration online at
<http://cbi.tepper.cmu.edu/innovation>

For more information, visit cbi.tepper.cmu.edu, email cbi@andrew.cmu.edu, or call +1 (412) 268-7344.



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PROGRAM FACULTY

Sean Ammirati

Partner, Birchmere Ventures; Adjunct Professor of Entrepreneurship, Carnegie Mellon University

Sean Ammirati is a serial entrepreneur turned venture capitalist. He started and sold three software and media startups over a dozen years, including LinkedIn's first acquisition, mSpoke, where he was CEO & Co-Founder.

Damian Killen

Founder and Managing Director, Thrive

Damian Killen has more than 20 years experience as a consultant to private, public and not-for-profit organizations around the globe. He harnesses his understanding of personality types to explore the best ways of: dealing with conflict, coping with change, leading others, and creating high performing teams.

Brenda Bakker Harger

Associate Teaching Professor, Entertainment Technology Center, Carnegie Mellon University

Brenda Harger is a theatre director, improviser, and associate teaching professor at CMU's Entertainment Technology Center, where she teaches improvisational acting and leads diverse interdisciplinary groups. She has led improv workshops nationally and internationally for companies to foster innovation, creativity, and strong communication.

Carnegie Bosch Institute reserves the right to make faculty substitutions.

“Instructors were top notch! Each of them provided content that was valuable and unique, yet it all worked together for a complete package.” Senior Manager, IT, Boeing, USA

THE CARNEGIE BOSCH INSTITUTE ADVANTAGE

- **World-renowned university** – Throughout its history, top-ranked Carnegie Mellon University has been a birthplace of innovation. Today, CMU is known for bringing groundbreaking ideas to market and creating successful startup businesses.
- **Faculty from academia, industry, and consulting** – Our program content is delivered by industry experts and consultants from around the world, as well as academics from Carnegie Mellon and other top universities.
- **Human element** – Understanding how people react to change, perceive the world around them, and work most effectively are keys to success in today's business environment. Our programs focus on the people factor, or human element of leadership.
- **Engaging classroom experience** – Our faculty's dynamic, interactive teaching style is supported by hands-on projects, team exercises, computer-based simulations, and other experiential learning elements. A small class size contributes to the intimate and effective learning atmosphere.

ABOUT CARNEGIE BOSCH INSTITUTE

The Carnegie Bosch Institute is a unique alliance between the renowned Carnegie Mellon University in Pittsburgh, Pennsylvania (USA) and the Bosch Group, a leading global supplier of technology and services in the business sectors of automotive technology, industrial technology, consumer goods, and energy and building technology, headquartered in Stuttgart (Germany). The Institute was established as an entity within the Tepper School of Business at Carnegie Mellon in 1990 through a major endowment provided by the Bosch Group. The Carnegie Bosch Institute is positioned at the intersection of academia and industry. The mission of the Institute is to improve international management and leadership by advancing the understanding of both managers and researchers of fundamental issues related to global business. In order to do this, we sponsor five academic chairs, fund research projects focusing on the management of international corporations, and provide innovative executive education programs targeted to the needs of global executives and companies.

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